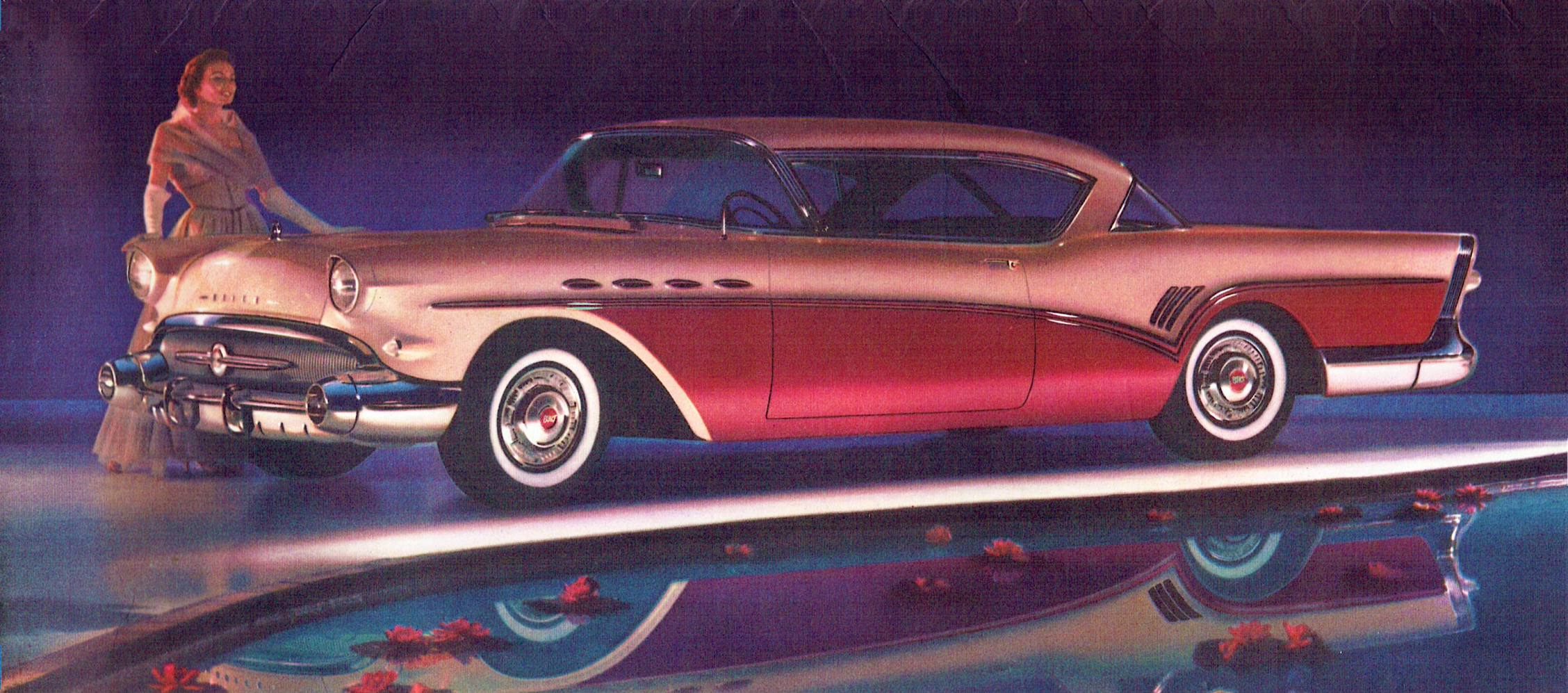




Low and Mighty for 1957

NEWEST BUICK YET

Buick brings you Instant Response of a new order

*with advanced new **VARIABLE PITCH DYNAFLOW** and in all 4 Buick Series, a Stunning New Low-Sweep Silhouette*



To the low-sweep beauty that is Buick for 1957 — to the sparkling new bodies, the brawny new wide-framed chassis—Buick brings the new instant response of an advanced Variable Pitch Dynaflow* backed up by the highest-powered V8 engine in Buick history.

This advanced Dynaflow extends “Drive” range as no other transmission ever did before.

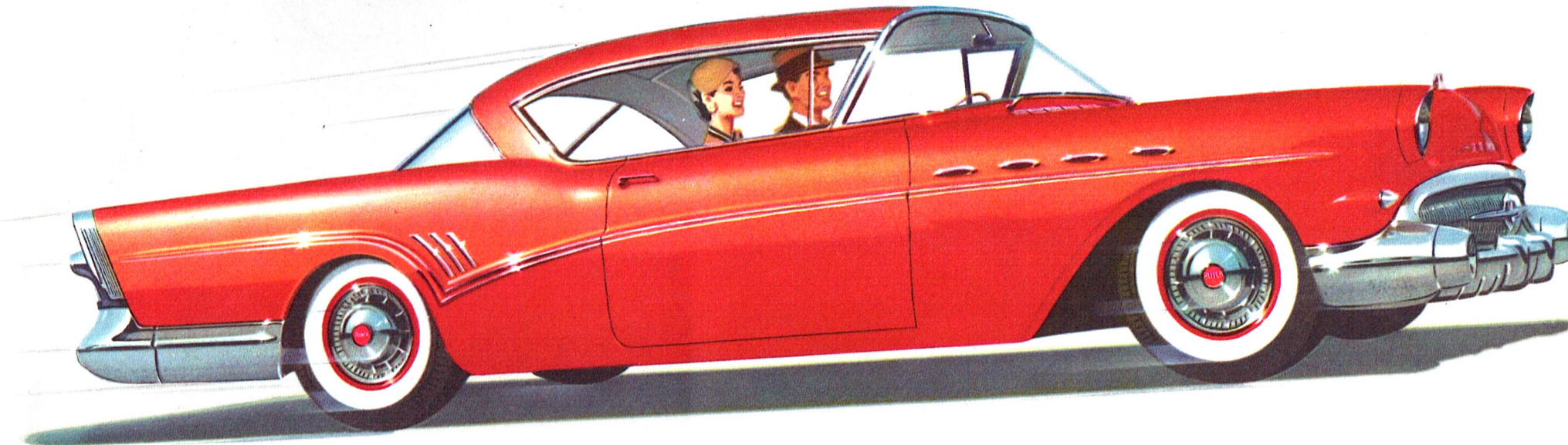
“Drive” now gives you instantaneous control, response and obedience for practically any driving

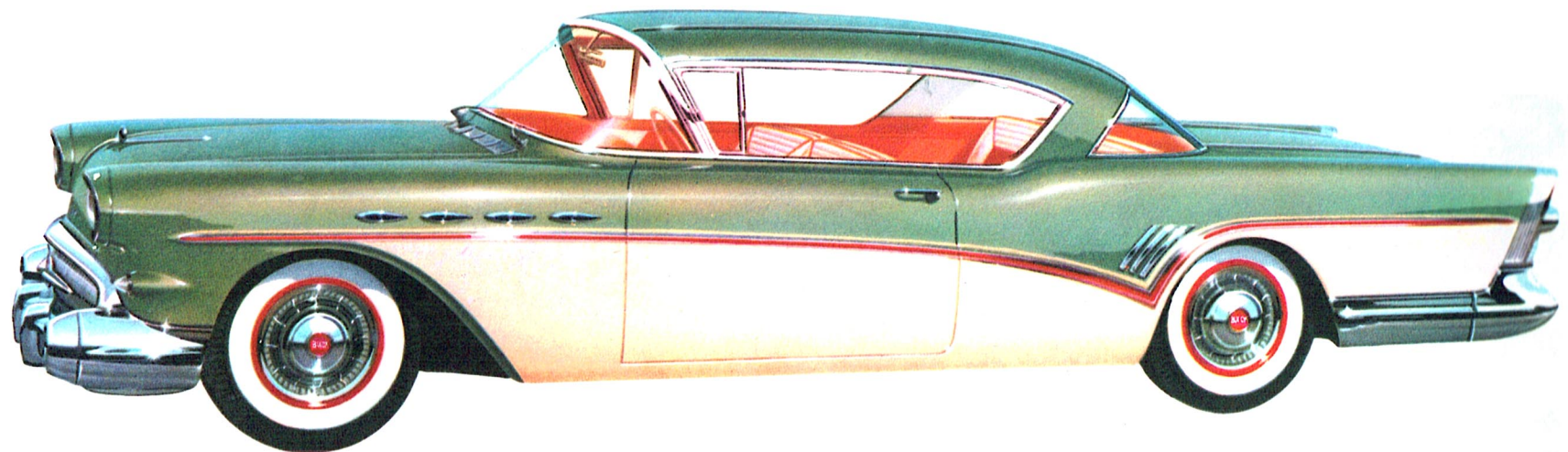
need—and you can switch the pitch for full-torque performance and all-out acceleration when your safety requires it.

In fact, this advanced new Buick transmission *all but eliminates the need for “Low.”*

It is the most smoothly responsive transmission yet developed—and the most advanced, the most thrilling safety measure in America today.

*Instant New Variable Pitch Dynaflow is standard on the Roadmaster, Super and Century Series; optional at modest extra cost on the Special Series.



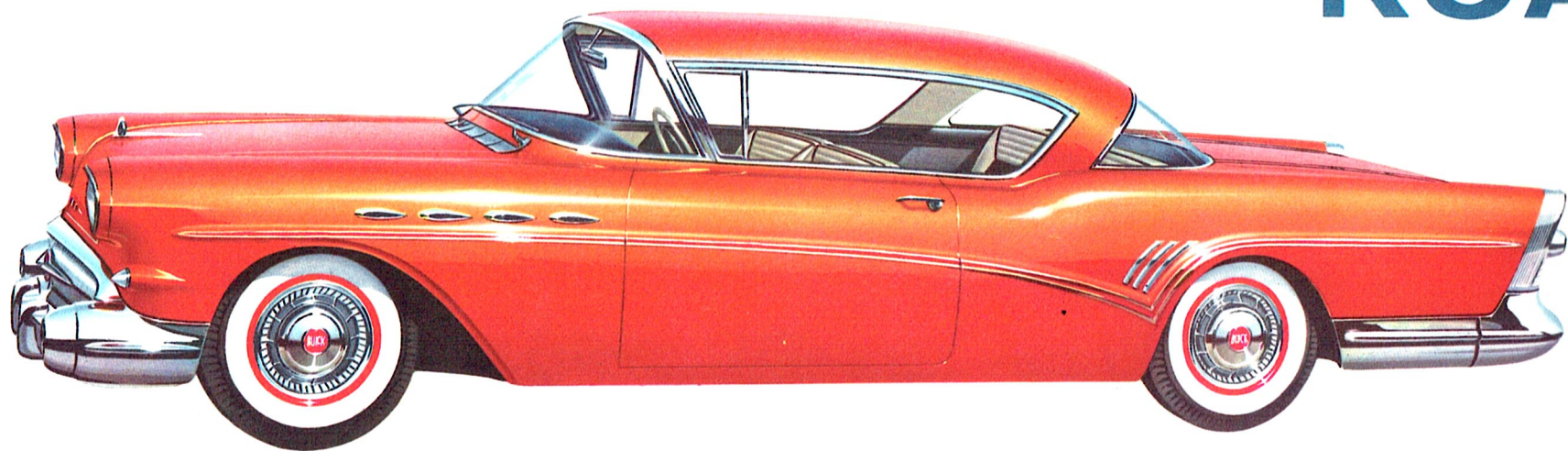


ROADMASTER 6-Passenger 2-Door RIVIERA, Model 76R, 127½-inch Wheelbase, 300 Horsepower

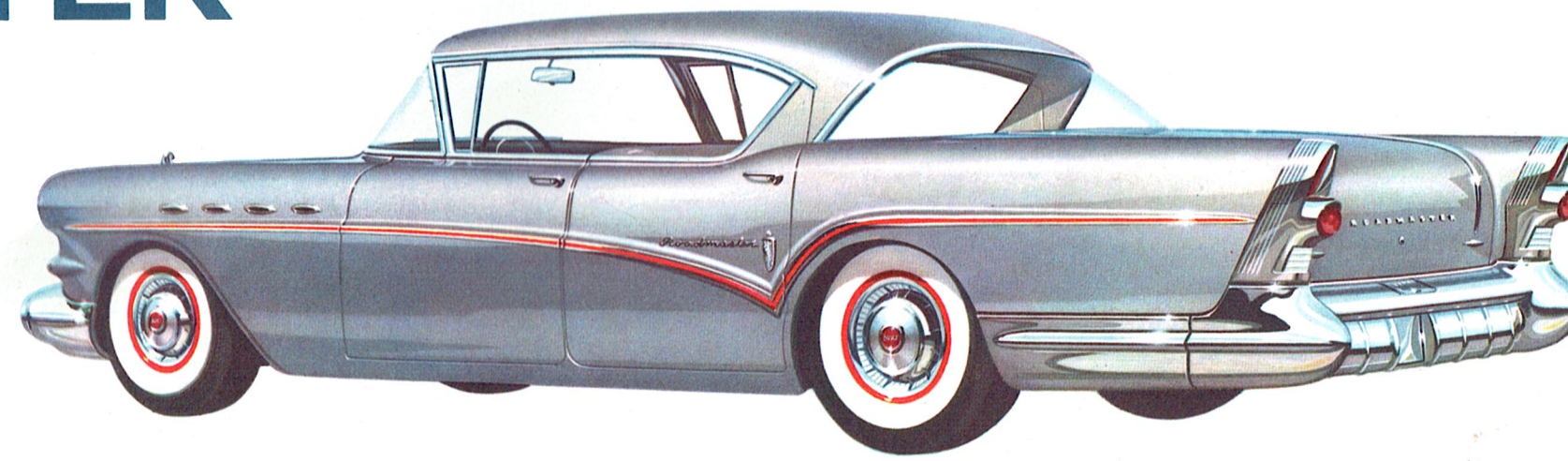


ROADMASTER 6-Passenger 4-Door RIVIERA, Model 73, 127½-inch Wheelbase, 300 Horsepower

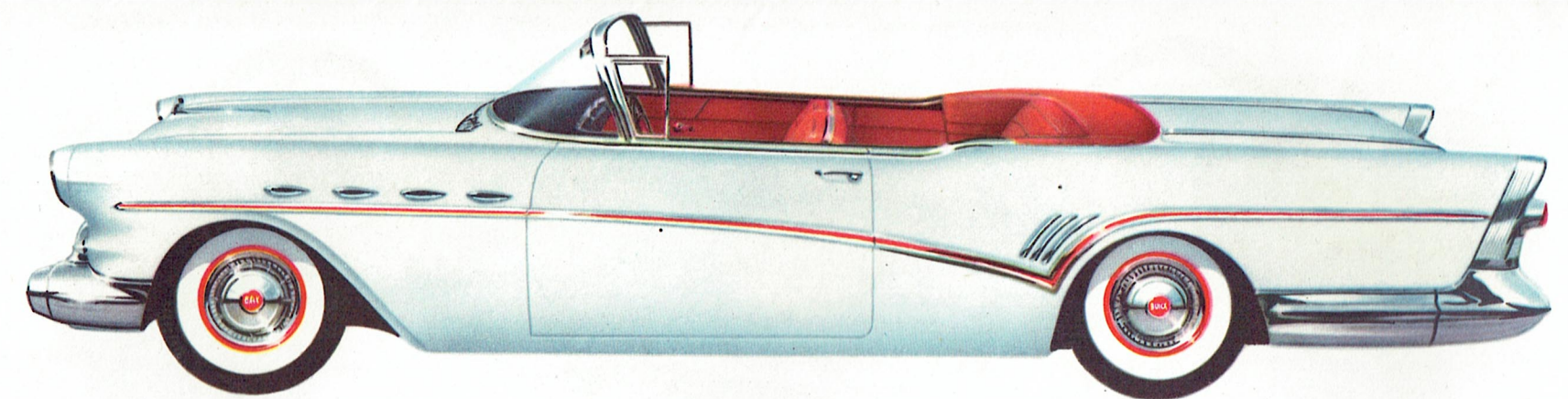
ROADMASTER for 1957



ROADMASTER 6-Passenger 2-Door Riviera, Model 76A, 127½-inch Wheelbase, 300 Horsepower
(Identical to Model 76R, above, but with 1-piece rear window and without chrome roof molding)



ROADMASTER 6-Passenger 4-Door RIVIERA, Model 73A, 127½-inch Wheelbase, 300 Horsepower
(Identical to Model 73, above, but with 1-piece rear window and without chrome roof molding)



ROADMASTER 6-Passenger 2-Door CONVERTIBLE, Model 76C, 127½-inch Wheelbase, 300 Horsepower

THE NEW 1957 Buicks are as low as four feet, ten inches at the roof line.

They are by far the lowest, sleekest and longest-looking Buicks ever brought to market.

But although they are as much as 3.4 inches lower than last year's road-hugging Buicks, you actually have more interior room — thanks to an exciting new kind of contoured-frame chassis.

Here, one new excitement follows another:

— A completely new high-torque, high-compression V8 engine of 364-cubic-inch displacement, the most powerful engine in all Buick history . . .

— A new type of ball-joint suspension giving you the softest, most level, and most buoyant ride in Buick annals, *even when you hit the brakes hard* . . .

— A wholly new and beautiful body type—the Caballero Estate Wagon for 1957 . . .

— Plus new Variable Pitch Dynaflow, standard

at no extra cost in the Buick ROADMASTER, SUPER and CENTURY Series—optional at modest extra cost in the SPECIAL Series.

You will find the suave, low-swept lines and taut, eager contours of these 1957 Buicks nowhere better exemplified than in Buick's top-of-the-line ROADMASTER Series — available in the five glorious models shown here. The others in Buick's brilliant new line are illustrated inside this folder.



The luxuriously crafted interiors of the 1957 Buick ROADMASTER — harmoniously color-mated to Buick's 15 new exterior paints in your choice of solids or two-tones — are richly indicative of the lavish interior appointments you will find throughout the entire line of Buick motor-cars for 1957.

NEWEST BUICKS YET

—with the bold new look of tomorrow

Here you see the balance of the Buick line for 1957 — beautifully styled, brilliantly engineered, and realistically priced to meet the requirements of your personal budget.

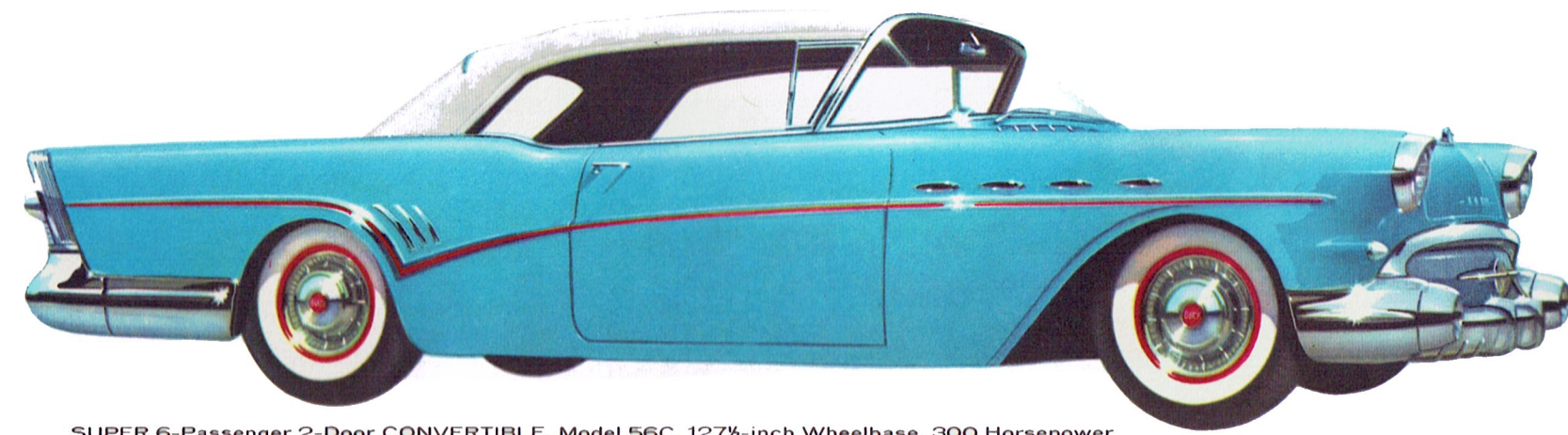
Here is the luxurious and superbly spacious SUPER Series in your choice of three models, the most splendid buys in the medium-price field.

Here is the sporty and spirited CENTURY Series—

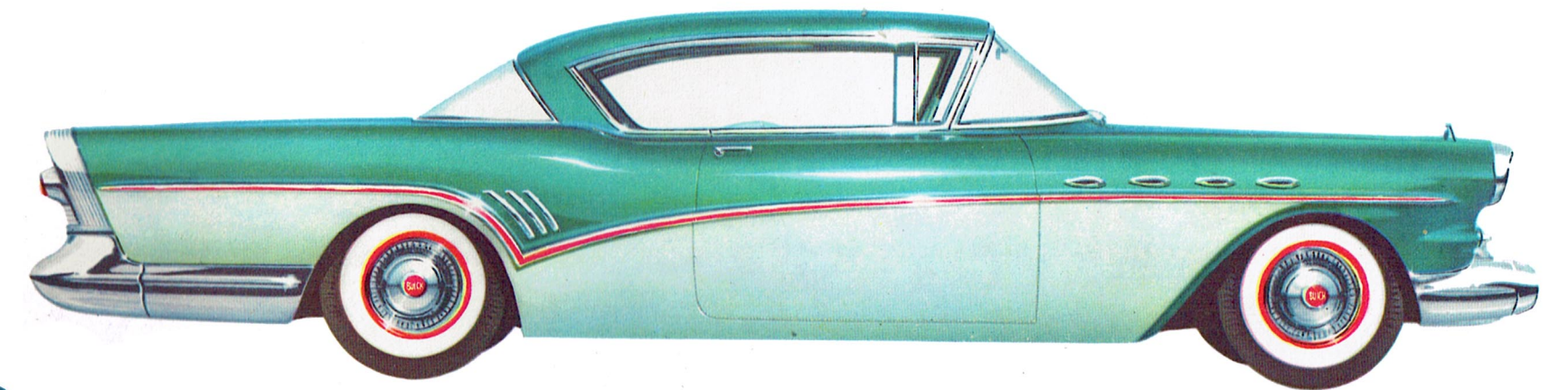
with the outstanding performance of a spectacular power-to-weight ratio—in a selection of four models in Buick's next-to-lowest price range.

And here — America's greatest automotive value on a dollar-for-dollar measure — is the big and brawny and bedrock-priced Buick SPECIAL Series, with no less than seven sparkling-bright new models to choose from.

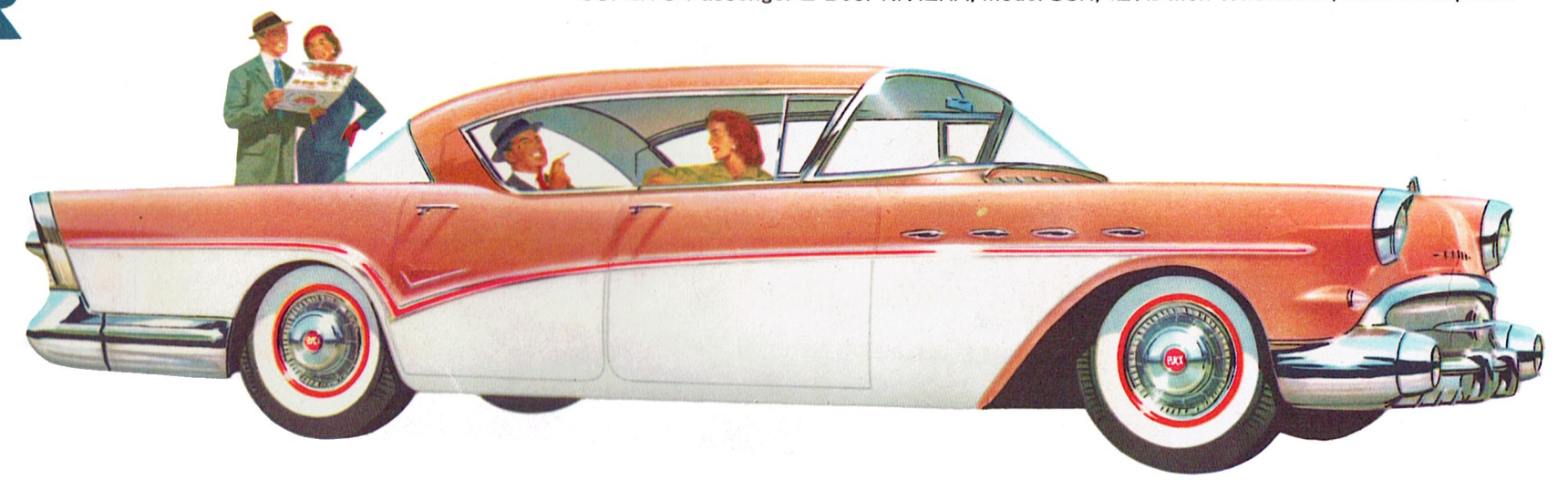
SUPER



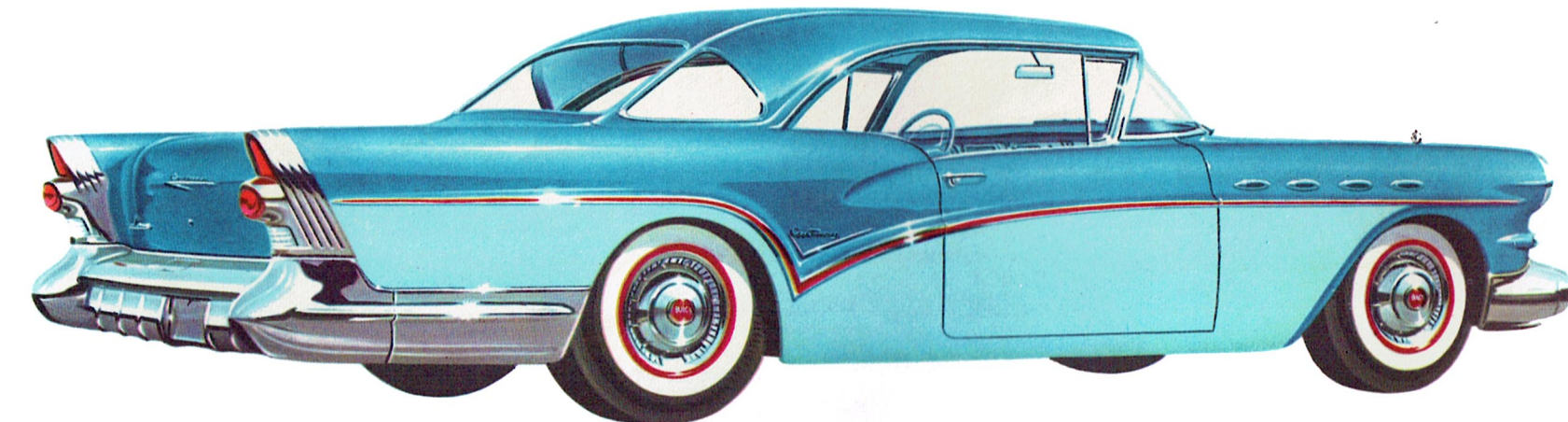
SUPER 6-Passenger 2-Door CONVERTIBLE, Model 56C, 127½-inch Wheelbase, 300 Horsepower



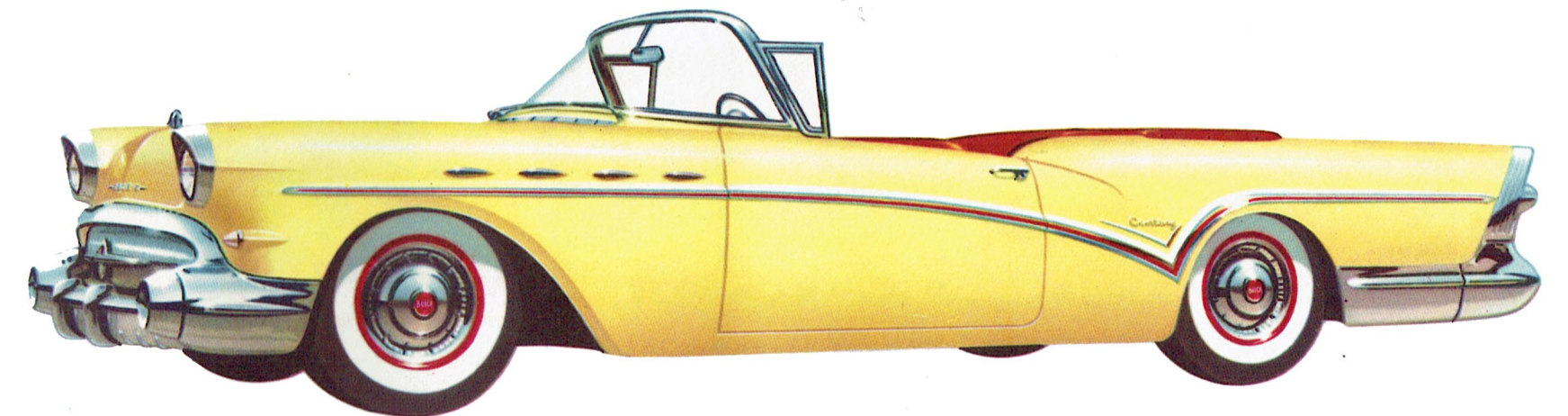
SUPER 6-Passenger 2-Door RIVIERA, Model 56R, 127½-inch Wheelbase, 300 Horsepower



SUPER 6-Passenger 4-Door RIVIERA, Model 53, 127½-inch Wheelbase, 300 Horsepower



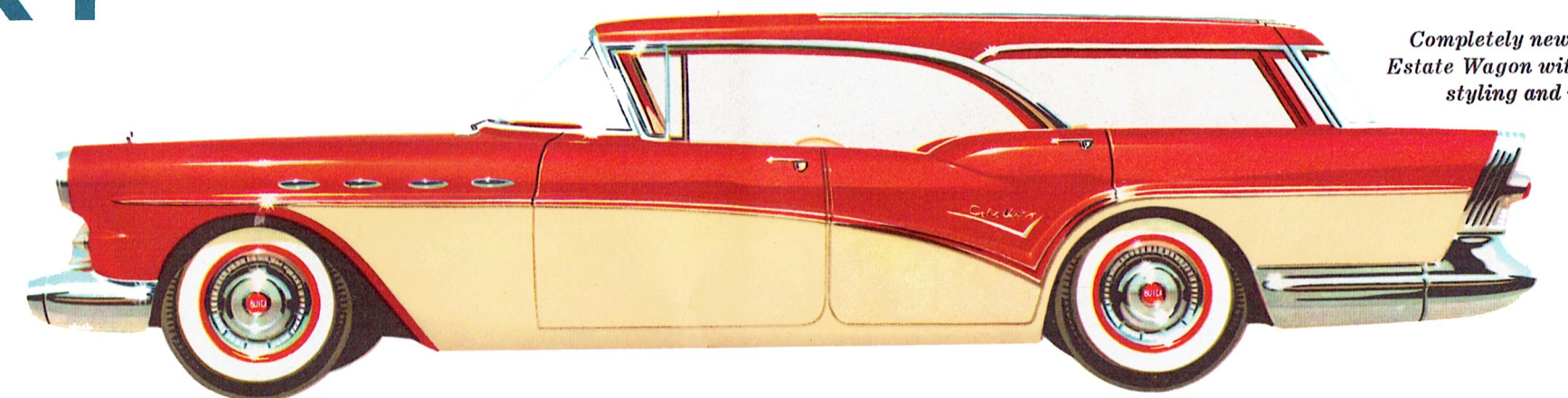
CENTURY 6-Passenger 2-Door RIVIERA, Model 66R, 122-inch Wheelbase, 300 Horsepower



CENTURY 6-Passenger 2-Door CONVERTIBLE, Model 66C, 122-inch Wheelbase, 300 Horsepower

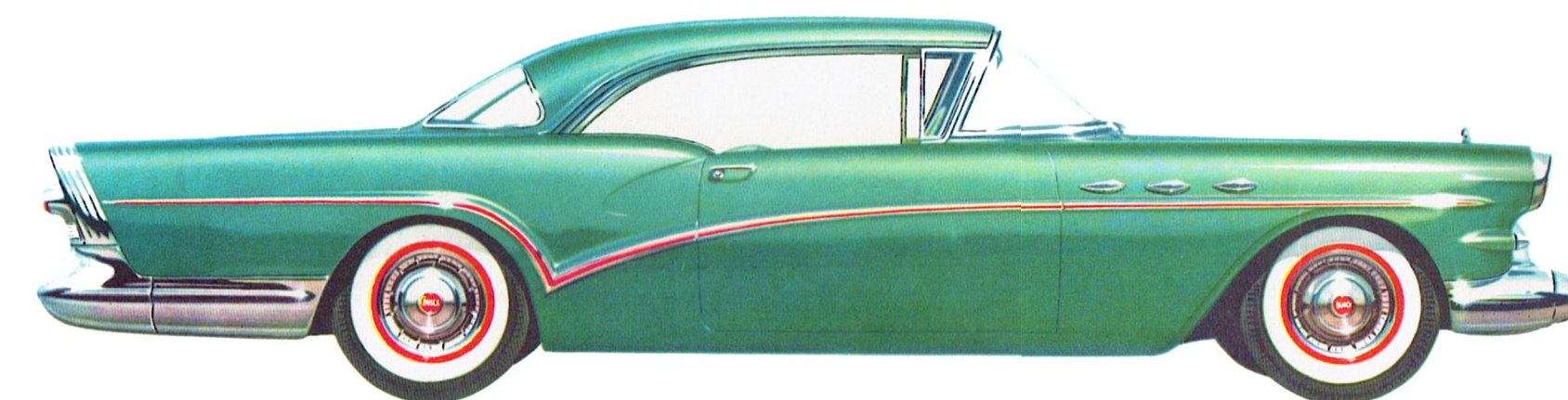


CENTURY 6-Passenger 4-Door RIVIERA, Model 63, 122-inch Wheelbase, 300 Horsepower

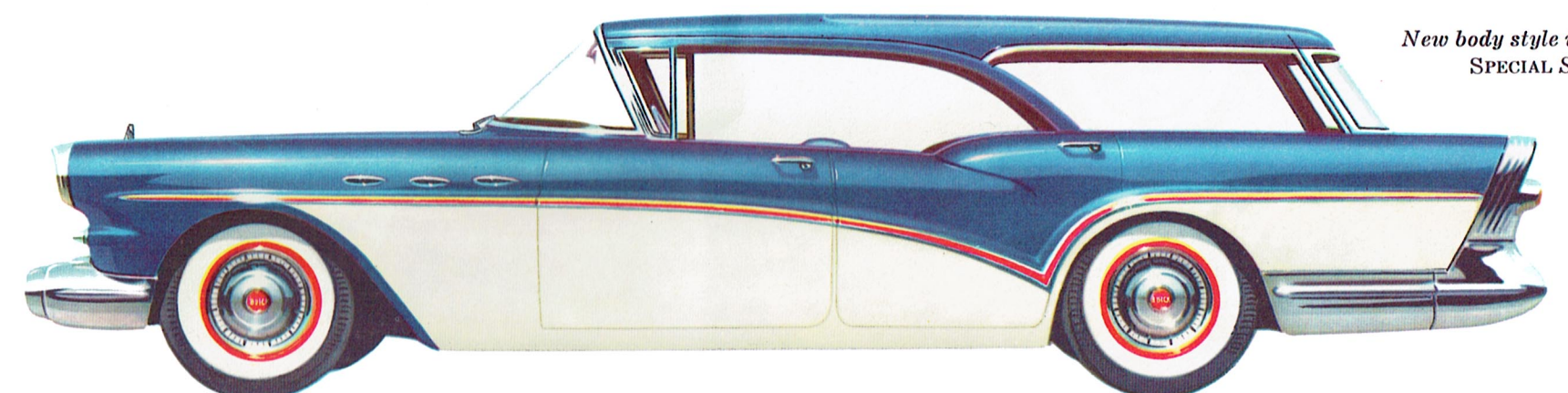


CENTURY 6-Passenger 4-Door CABALLERO ESTATE WAGON, Model 69, 122-inch Wheelbase, 300 Horsepower

Completely new body type—a true Estate Wagon with full 4-door Riviera styling and no center posts

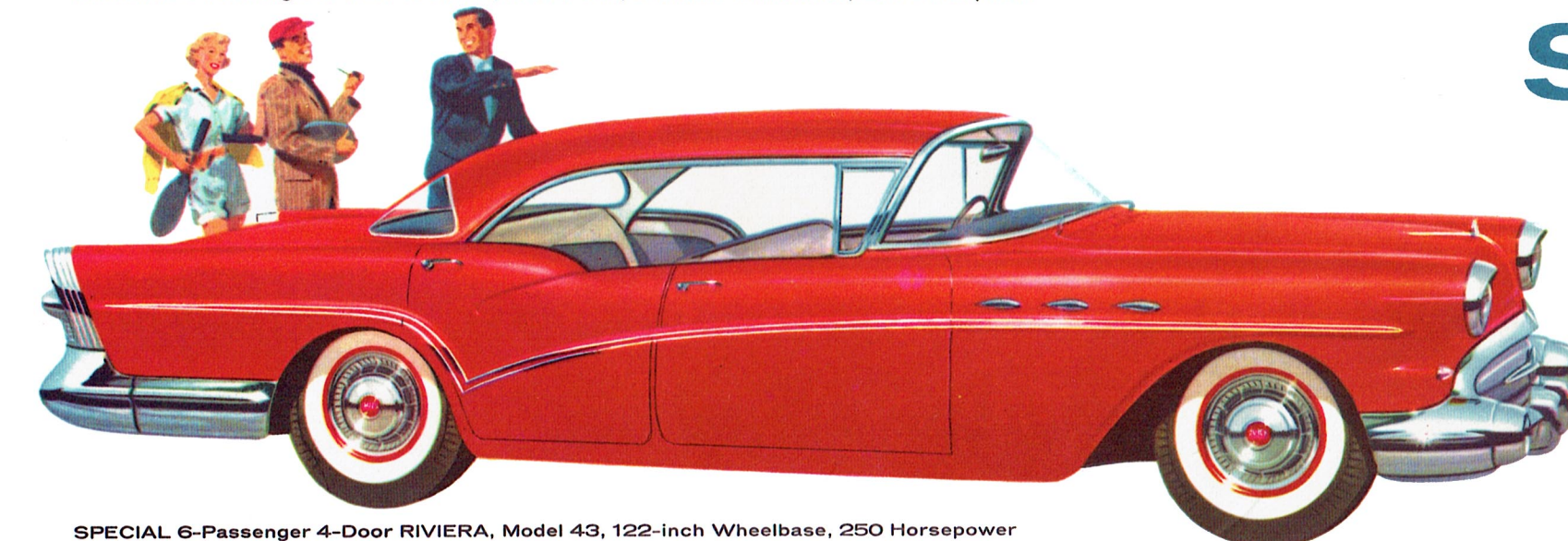


SPECIAL 6-Passenger 2-Door RIVIERA, Model 46R, 122-inch Wheelbase, 250 Horsepower

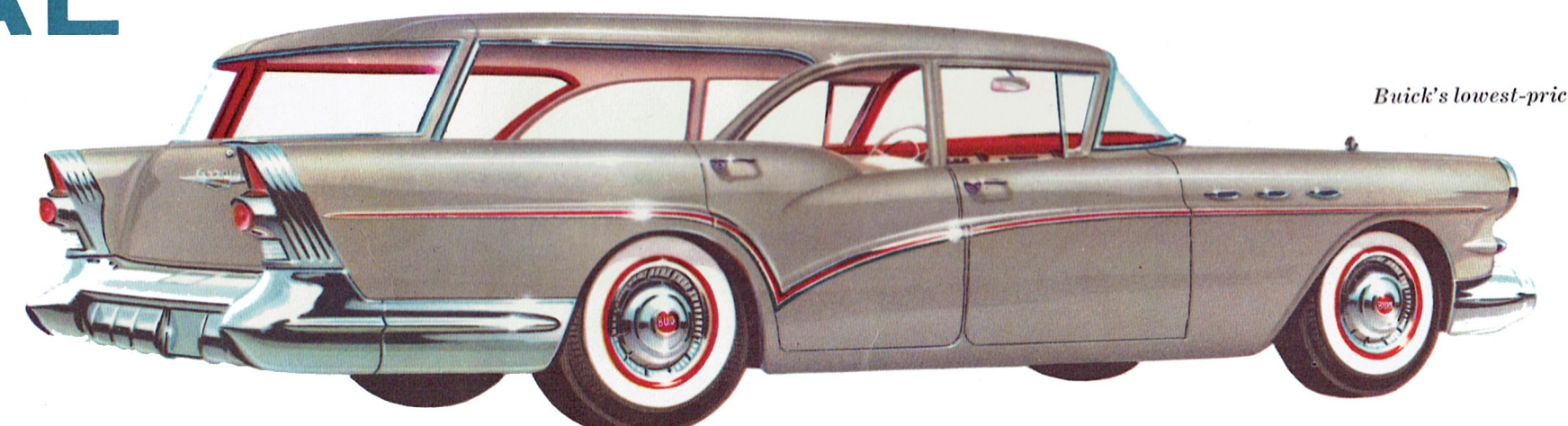


SPECIAL 6-Passenger 4-Door RIVIERA ESTATE WAGON, Model 49D, 122-inch Wheelbase, 250 Horsepower

New body style in the lower-priced SPECIAL Series

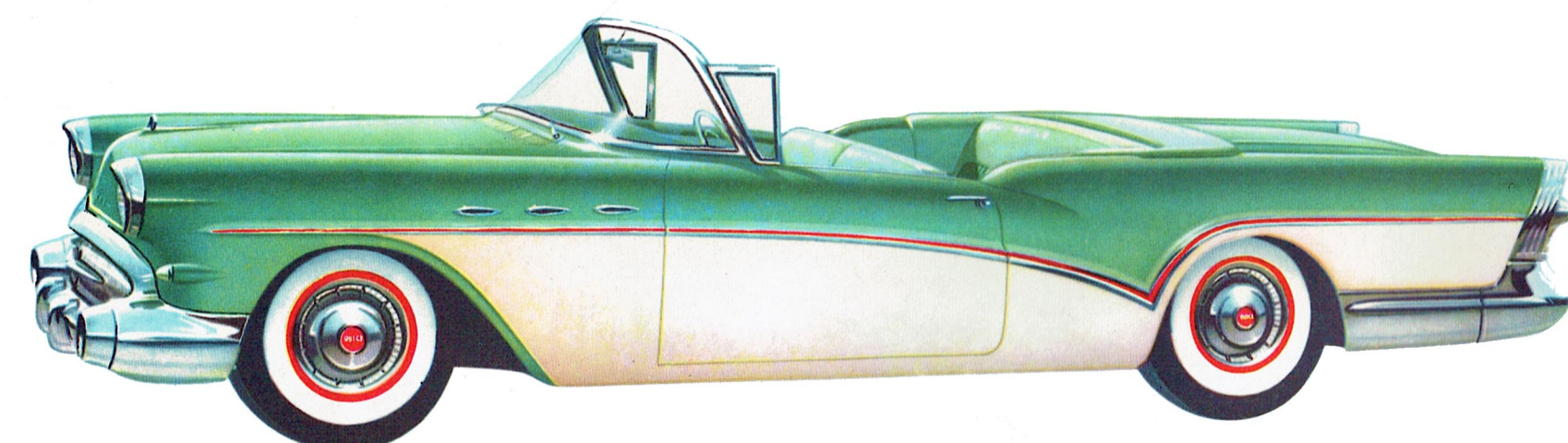


SPECIAL 6-Passenger 4-Door RIVIERA, Model 43, 122-inch Wheelbase, 250 Horsepower

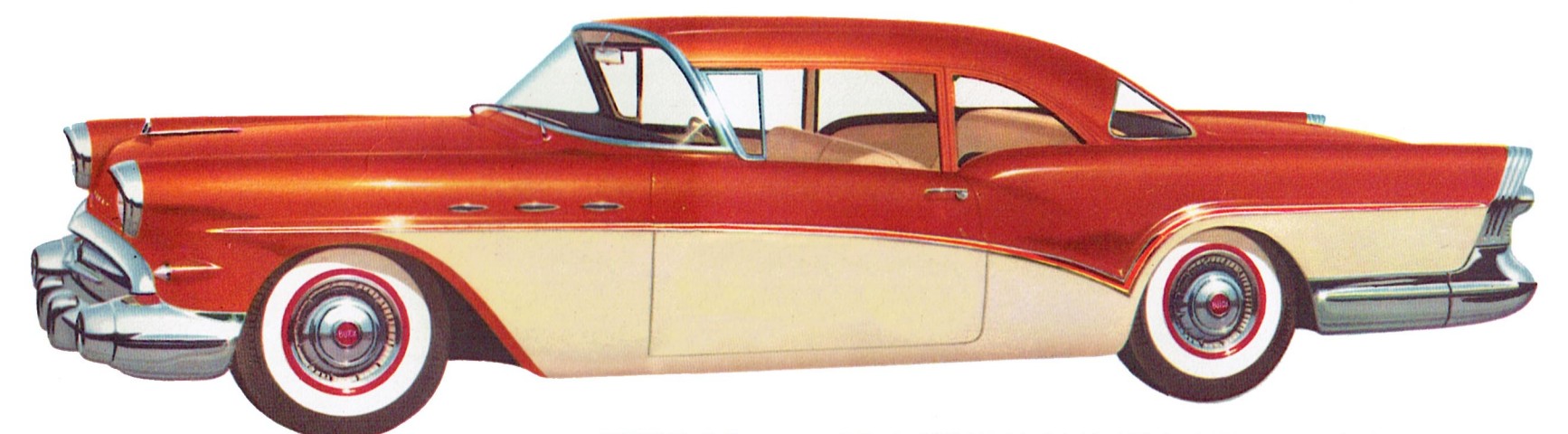


SPECIAL 6-Passenger 4-Door ESTATE WAGON, Model 49, 122-inch Wheelbase, 250 Horsepower

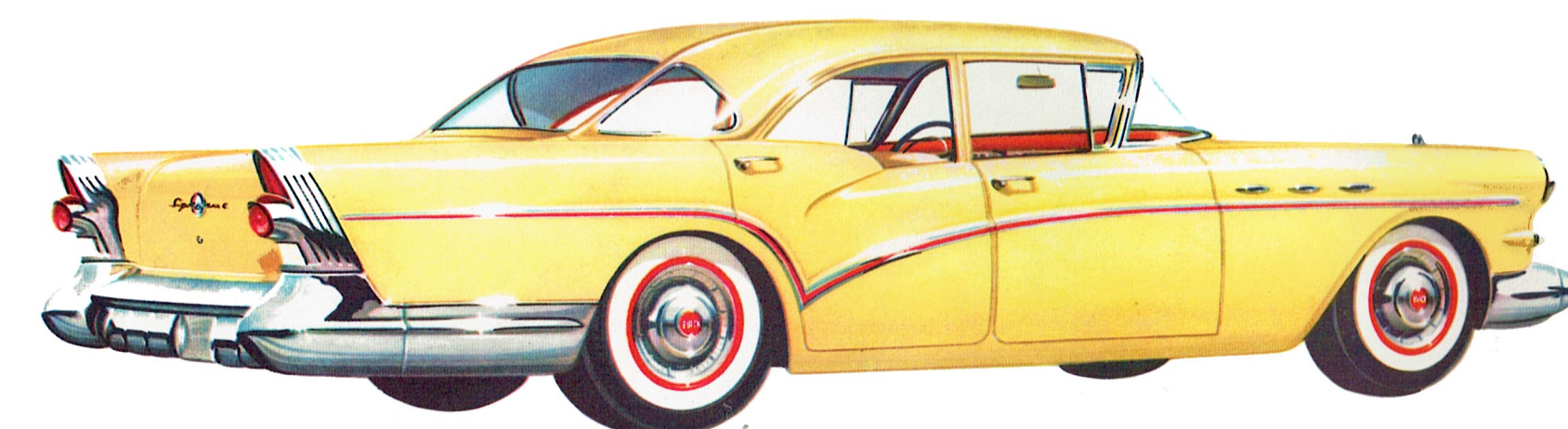
Buick's lowest-priced Estate Wagon



SPECIAL 6-Passenger 2-Door CONVERTIBLE, Model 46C, 122-inch Wheelbase, 250 horsepower



SPECIAL 6-Passenger 2-Door SEDAN, Model 48, 122-inch Wheelbase, 250 Horsepower



SPECIAL 6-Passenger 4-Door SEDAN, Model 41, 122-inch Wheelbase, 250 Horsepower

In every price range, your greatest value is to be found in a 1957 Buick. For, as one of the three best-selling cars in America, Buick offers you all of the advantages in price and quality made possible by large-scale production.

Typical of these Buick values are the moderate prices on the capacious and powerful Buick SPECIALS pictured here—only an easy step above

the prices of the well-known smaller cars. Indeed, you can actually own a Buick SPECIAL for less than some models of those smaller cars. So, if you can afford to buy any new car, you can surely be among the proud owners of the biggest-selling big car in the land.

If you have not yet driven a 1957 Buick, why not enjoy that thrilling experience soon?

*You are cordially invited
to drive
the Newest Buick Yet
—today—*

SPECIFICATIONS

ROADMASTER SERIES 70

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds and dual exhaust mufflers. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Buick Safety Power Steering standard with In-Line gear. Over-all ratio 19.7 to 1.

SUPER SERIES 50

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Buick Safety Power Steering standard with In-Line gear. Over-all ratio 19.7 to 1.

CENTURY SERIES 60

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

SPECIAL SERIES 40

BUICK VALVE-IN-HEAD V8 ENGINE—250 horsepower, compression ratio 9.5 to 1 with Dynaflo (optional) or 8.0 to 1 with Synchro-Mesh transmission. Bore and stroke 4.125 x 3.4. Displacement, 364 cubic inches. Double "Y" exhaust manifold. Maximum torque, 380 ft.-lbs. at 2400 rpm (with Dynaflo). Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—Optional at extra cost. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Built-in Carburetor De-icer. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

CLUTCH AND TRANSMISSION—Coil springs, single dry-plate clutch. Facing area, 113 square inches. All-silent Synchro-Mesh transmission, helical gears.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratios, 3.58 on all models.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

Buick Motor Division, General Motors Corporation, reserves the right to make changes at any time, without notice, in prices, colors, materials, equipment, specifications, and models, and also to discontinue models.

SPECIFICATIONS

ROADMASTER SERIES 70

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds and dual exhaust mufflers. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Buick Safety Power Steering standard with In-Line gear. Over-all ratio 19.7 to 1.

SUPER SERIES 50

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—127½ inches on all models. Front tread, 59.5 inches. Rear tread, 61.0 inches. Over-all car length, 215.3 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Buick Safety Power Steering standard with In-Line gear. Over-all ratio 19.7 to 1.

CENTURY SERIES 60

BUICK VALVE-IN-HEAD V8 ENGINE—300 horsepower, compression ratio 10.0 to 1. Bore and stroke 4.125 x 3.4. Displacement 364 cubic inches. 4-barrel Airpower Carburetor. Double "Y" exhaust manifolds. Maximum torque, 400 ft.-lbs. at 3200 rpm. Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—standard. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Built-in Carburetor De-icer. Automatic choke and idle control. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratio, 3.07.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

SPECIAL SERIES 40

BUICK VALVE-IN-HEAD V8 ENGINE—250 horsepower, compression ratio 9.5 to 1 with Dynaflo (optional) or 8.0 to 1 with Synchro-Mesh transmission. Bore and stroke 4.125 x 3.4. Displacement, 364 cubic inches. Double "Y" exhaust manifold. Maximum torque, 380 ft.-lbs. at 2400 rpm (with Dynaflo). Full-pressure lubrication to main, connecting rod and camshaft bearings. Full-flow Oil Filter. Dual exhausts, optional at extra cost.

INSTANT NEW VARIABLE PITCH DYNAFLOW DRIVE—Optional at extra cost. Torque converter. No clutch pedal. Two turbines. Variable pitch stator and fixed vane stator. Maximum torque ratio at stall, 3.5 at 2800 rpm. Total oil capacity (refill) 22 pints.

WHEELBASE—122 inches on all models. Front tread, 59.5 inches. Rear tread, 59 inches. Over-all car length, 208.4 inches.

FUEL SYSTEM—Thermostatic heat control, automatic choke with idle control. Built-in Carburetor De-icer. Intake silencer and heavy-duty oil-bath air cleaner. Gas tank fuel filter. Fuel tank capacity, 20 gallons. New anti-rust fuel line. Automatic intake manifold heat control.

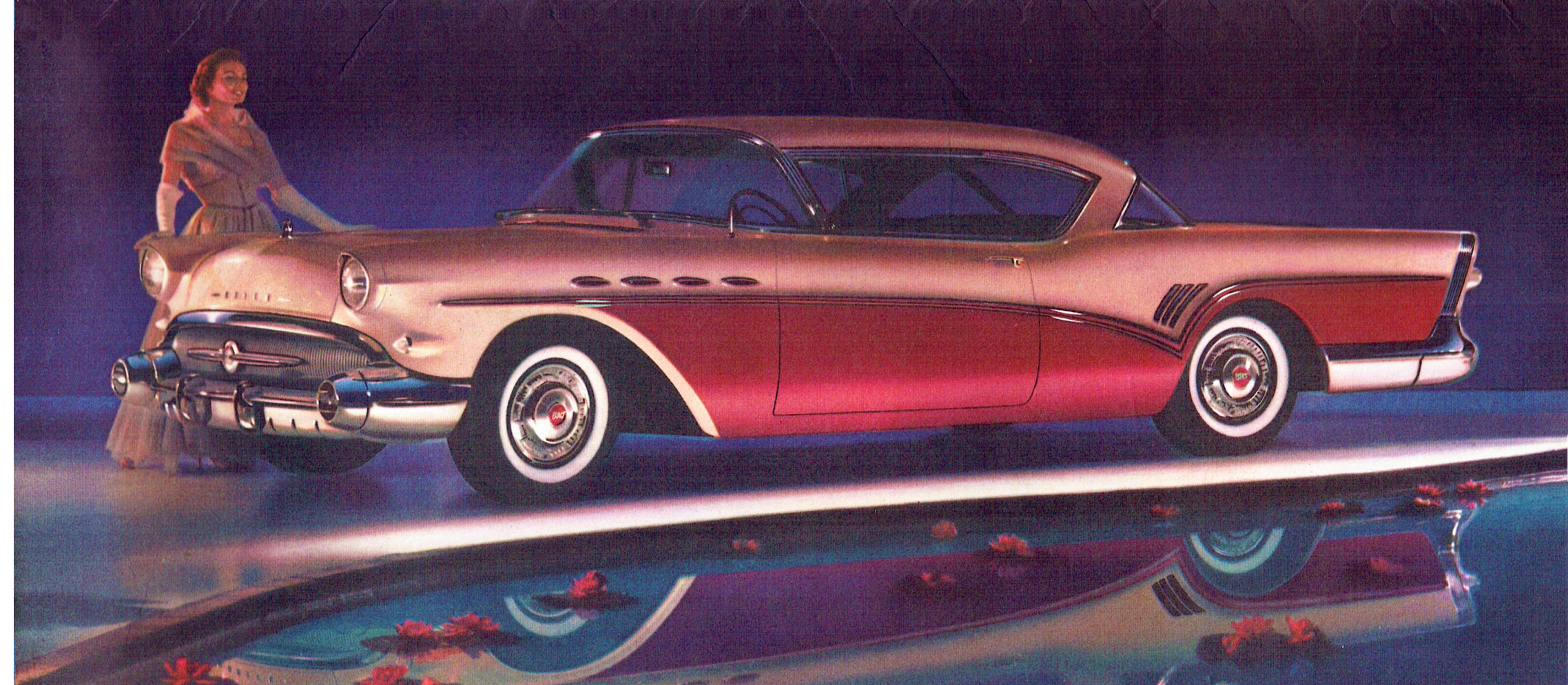
CLUTCH AND TRANSMISSION—Coil springs, single dry-plate clutch. Facing area, 113 square inches. All-silent Synchro-Mesh transmission, helical gears.

REAR AXLE—Torque-tube drive, semi-floating rear axle with hypoid gears. Gear ratios, 3.58 on all models.

SUSPENSION—Ball-Joint front suspension with ride stabilizer. Coil springs, front and rear. Rear sway control by radius rod.

STEERING—Ball Bearing Worm and Nut; 28.8 to 1 over-all ratio. Buick Safety Power Steering available at extra cost.

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Low and Mighty for 1957

NEWEST BUICK YET

A surreal illustration of a classic car, possibly a Cadillac, in a vibrant red and silver color scheme. The car is positioned horizontally across the frame. To its right, a woman in a white dress stands, her body partially obscured by the car's rear. The background is a dark, swirling, and textured space, with a large, stylized, and somewhat abstract face or eye-like shape in the upper right corner. The overall style is reminiscent of mid-20th-century surrealist art.

[illegible]

with advanced new **VARIABLE PITCH DYNAFLOW** and in all 4 Buick Series, a Stunning New Low-Sweep Silhouette



To the low-sweep beauty that is Buick for 1957—to the sparkling new bodies, the brawny new wide-framed chassis—Buick brings the new instant response of an advanced Variable Pitch Dynaflo[®] backed up by the highest-powered V8 engine in Buick history.

This advanced Dynaflo® extends "Drive" range as no other transmission ever did before.

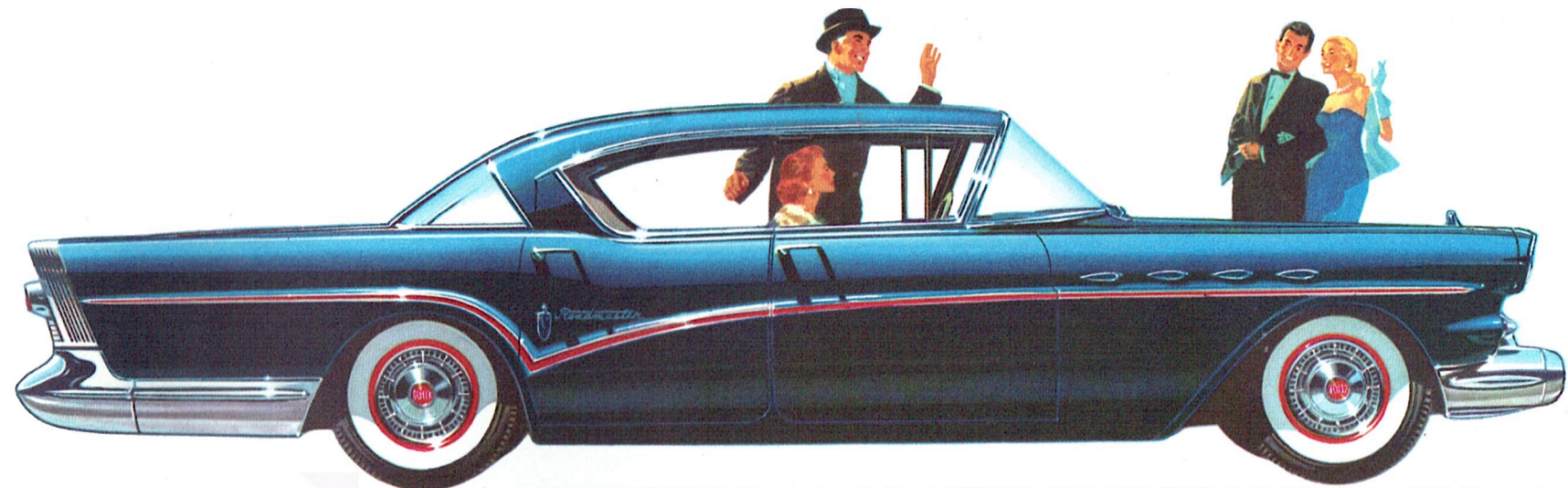
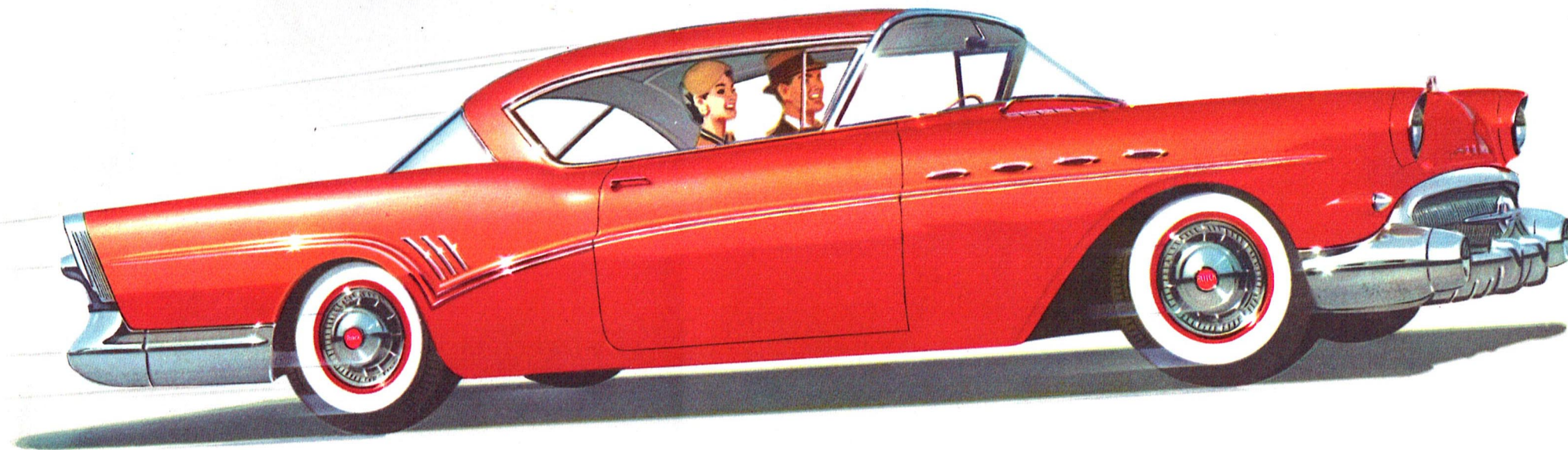
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need—and you can switch the pitch for full-torque performance and all-out acceleration when your safety requires it.

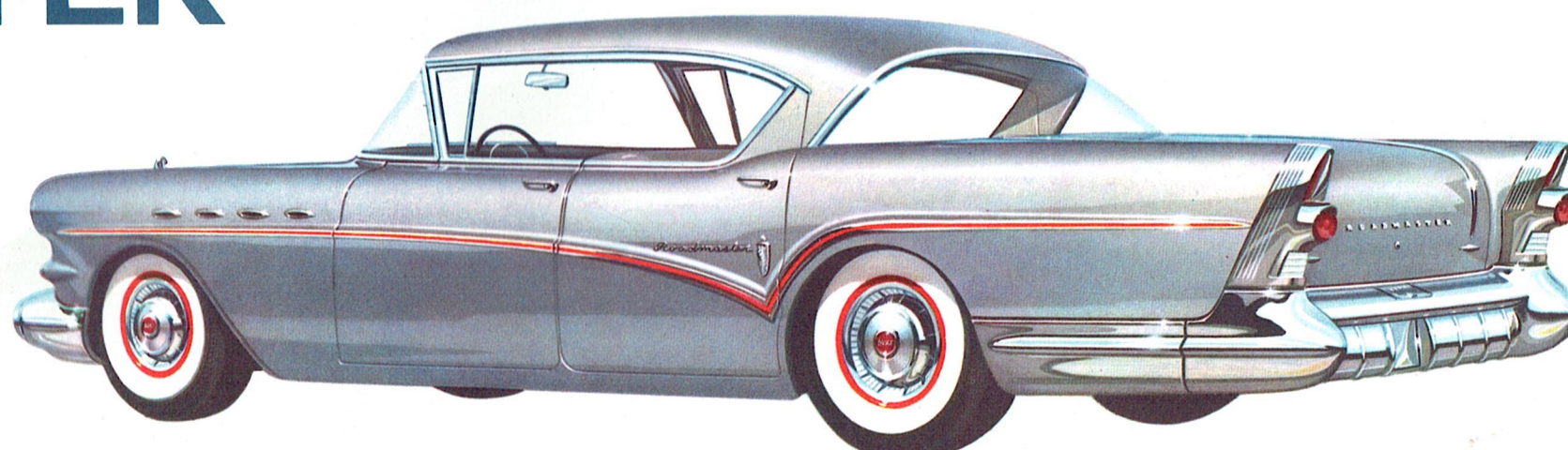
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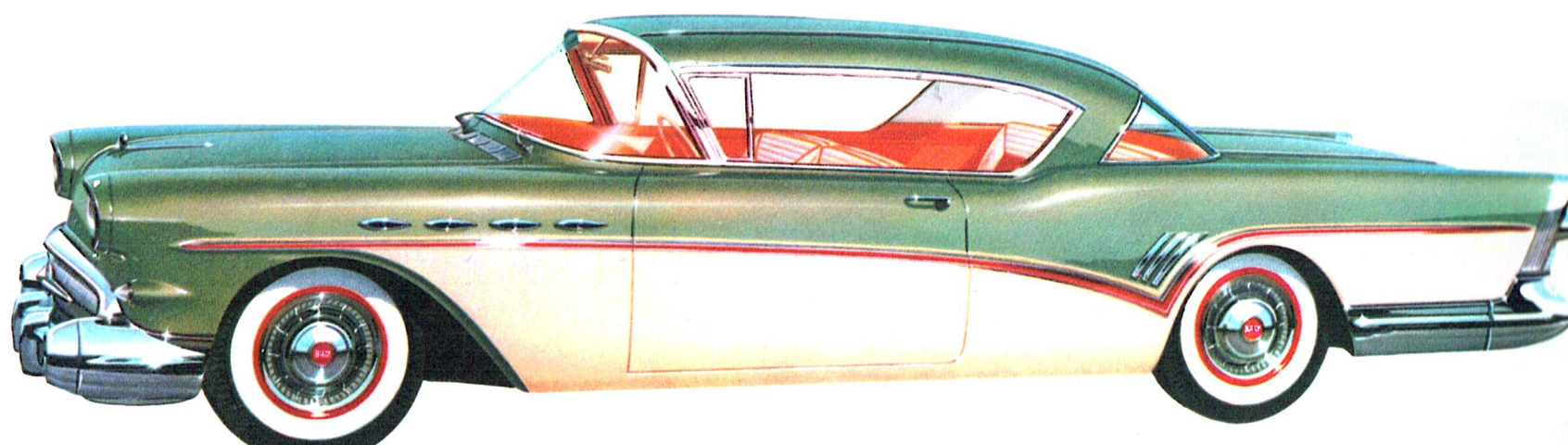
**Instant New Variable Pitch Dynaflow is standard on the Roadmaster, Super and Century Series; optional at modest extra cost on the Special Series.*



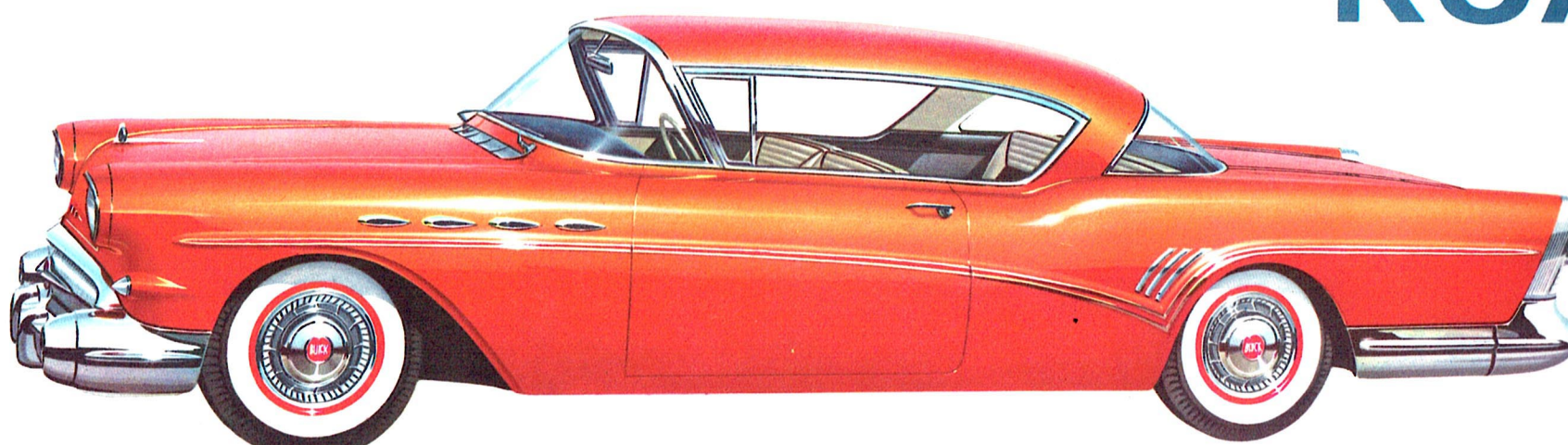
ROADMASTER 6-Passenger 4-Door RIVIERA, Model 73, 127½-inch Wheelbase, 300 Horsepower



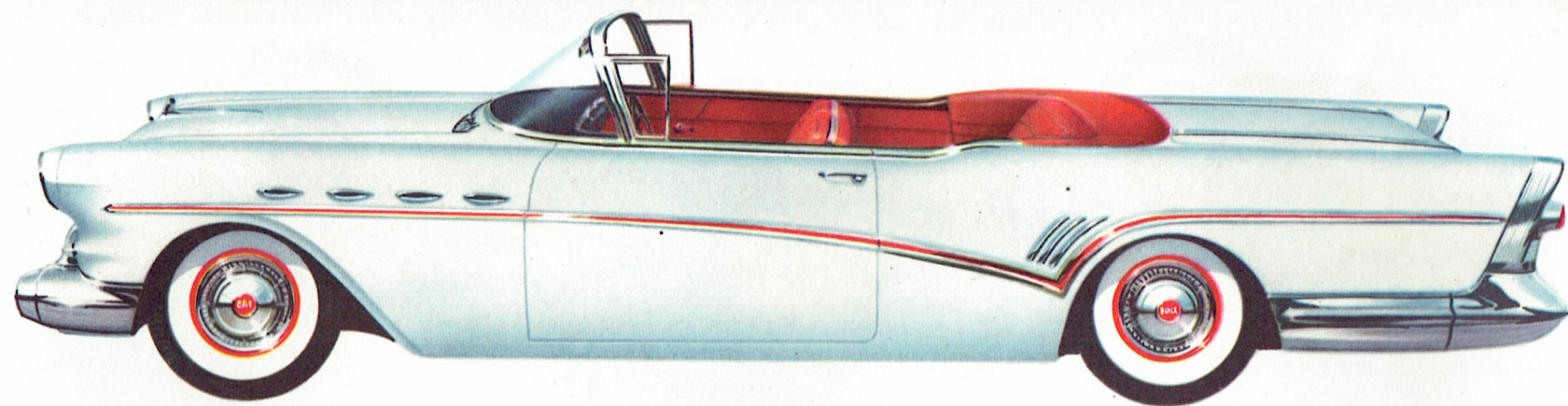
ROADMASTER 6-Passenger 4-Door RIVIERA, Model 73A, 127½-inch Wheelbase, 300 Horsepower
(Identical to Model 73, above, but with 1-piece rear window and without chrome roof molding)



ROADMASTER 6-Passenger 2-Door RIVIERA, Model 76R, 127½-inch Wheelbase, 300 Horsepower



ROADMASTER 6-Passenger 2-Door Riviera, Model 76A, 127½-inch Wheelbase, 300 Horsepower
(Identical to Model 76R, above, but with 1-piece rear window and without chrome roof molding)



ROADMASTER 6-Passenger 2-Door CONVERTIBLE, Model 76C, 127½-inch Wheelbase, 300 Horsepower

THE NEW 1957 Buicks are as low as four feet, ten inches at the roof line.

They are by far the lowest, sleekest and longest-looking Buicks ever brought to market.

But although they are as much as 3.4 inches lower than last year's road-hugging Buicks, you actually have more interior room—thanks to an exciting new kind of contoured-frame chassis.

Here, one new excitement follows another:

— A completely new high-torque, high-compression V8 engine of 364-cubic-inch displacement, the most powerful engine in all Buick history . . .

—A new type of ball-joint suspension giving you the softest, most level, and most buoyant ride in Buick annals, *even when you hit the brakes hard . . .*

—A wholly new and beautiful body type—the Caballero Estate Wagon for 1957...

- Plus new Variable Pitch Dynaflow, standard

at no extra cost in the Buick ROADMASTER, SUPER and CENTURY Series—optional at modest extra cost in the SPECIAL Series.

You will find the suave, low-swept lines and taut, eager contours of these 1957 Buicks nowhere better exemplified than in Buick's top-of-the-line ROADMASTER Series — available in the five glorious models shown here. The others in Buick's brilliant new line are illustrated inside this folder.



The luxuriously crafted interiors of the 1957 Buick ROADMASTER—harmoniously color-mated to Buick's 15 new exterior paints in your choice of solids or two-tones—are richly indicative of the lavish interior appointments you will find throughout the entire line of Buick motorcars for 1957.